



Framingham ★ Hudson ★ Marlborough

MetroWest Moves



MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves will conduct an Open Meeting on
Wednesday, March 26, 2014

1:00 p.m. – 3:20 p.m.

Hudson Town Hall

3rd Floor Conference Room

78 Main Street

Hudson, MA 01749

I. Call to Order

- a. **Meeting convened:** March 26, 2014 at 1:10 p.m.
- b. **Members present:** Sam Wong, Kathy Ekdahl
- c. **Others in attendance:** Tammy Calise, Michelle Ciccolo, Terry Curran, Janie Hynson, Marianne Iarossi, Amanda Loomis, Kerin Shea, Jamie Terry

II. Action Plan

a. Healthy Dining

- The Coordination Team met with Milagros Abreau, from the Latino Health Insurance Program, and provided Healthy Dining Initiative restaurant recruitment materials in English, Spanish, and Portuguese. LHIP is helping with restaurant recruitment and has been working with three Brazilian restaurants in Framingham: Extravaganza Restaurant and Terra Brasilis which has two locations in Framingham. Two of the restaurants have buffets so we are working on getting a list of their buffet items.
- Vin Bin in Marlborough has officially been added as an approved restaurant. We are waiting to hear back from three restaurants in Marlborough: Firefly's BBQ, FISH, and the two restaurants in the Royal Plaza Best Western Hotel. The dietitian analyzed their menus and the Coordination Team sent the restaurants a list of questions to be answered about the meals.
- The restaurant brochure has been updated which includes all of the participating restaurants. These will be distributed to hotels in each of the three towns. There is one hotel in Hudson. Kathy Ekdahl will send a list of the hotels in Marlborough to the Coordination Team. She also knows some of the managers in the Marlborough hotels so can help to connect them with the Coordination Team. Please let the Coordination team know if there are other places that the brochure should be sent.
- Kathy Ekdahl knows the Executive Director of the MetroWest Visitors Bureau, Susan Nicholl, through the Chamber so she will connect MetroWest Moves with her. They have frequent meetings open to the public/businesses. MetroWest Moves would like to have a link on their



website about the healthy dining initiative. Kathy Ek Dahl will e-mail Susan Nicholl.

- Smyles Frozen Yogurt offered to host a participating restaurant owner/manager networking meeting. We are planning to film the meeting and make a youtube video of the event to increase awareness about the initiative and generate new interest from other restaurants. The Coordination Team has been communicating with Murray Levine at Smyles about selecting a date/time for the meeting. Most likely it will be in late April or early May. We plan to talk to the MetroWest Daily News and other news media to write an article about the event and/or attend the event and may ask Checkerboards to co-host the event since they are right next door.
- During the Coordination Team's check in calls with restaurants, restaurants requested posters for their front door/window, posters for the their employee back rooms (explaining to employees about the initiative and suggestions for how to talk with customers about the healthier dining options), and "Ask me about our healthy dining initiative" buttons for employees to wear.
- Menu insert covers were ordered (Vin Bin had requested them). They have arrived and are in Sam's office in Hudson.
- The dietitian, Valisa Hedrick, will be sending an invoice to Sam Wong for \$1500.00.
- We are waiting to receive a listing from Crown Trophy about the remaining printing money that MetroWest Moves has left to spend.
- DPH wants MetroWest Moves to talk about Healthy Dining Week at the Mass in Motion Action Institute – April 28th, 2014 from 8:00am – 3:00pm at the DCU Center, 50 Foster Street, Worcester, MA, 01608. Everyone will need to register, but registration has not opened yet:
<http://hriainstitute.org/calendar/icalrepeat.detail/2014/04/28/57/-/mass-in-motion-action-institute>

b. **Culture InSight- Partnering for Healthy Communities:**

- **Training dates/times:** Culture InSight is available for the training on 5/19 or 5/20. The training will be scheduled for Tuesday 5/20, but not all day if possible. Culture InSight is willing to offer us two full day trainings – potentially one in May and one in September. It is typically an all-day training but the times can be flexible and the Coordination Team will request that the trainings be less than a full day.
- **Training participants:** Around 25 people can participate in the training potentially including decision makers from the municipalities, the MetroWest Moves steering committee, staff in each town, department heads or Town Managers, etc. Jamie Terry may not be able to attend, but she has attended the Culture InSight trainings before and will pass on the information to the department heads in Northborough. The



Steering Committee will be the first priority for participation in the May training.

- **Benefits of participation in the training/training content:** Jamie Terry explained that the training is very structured but can be adapted to meet participants' needs. The Coordination Team will ask Culture InSight for a list of the objectives/content/agenda for the training and a bullet point list of benefits of taking this training so this can be shared with potential participants. The goal would be for what is learned in this training to be incorporated into each of MetroWest Moves strategies. Massachusetts Interlocal Insurance Association (MIIA) communities have to have a certain number of credits in classes like this each year. MIIA is a branch of the Massachusetts Municipal Association (MMA). Communities can check with their human resources department to find out if they are a MIIA community. Michelle said Hudson Department heads are scheduled to meet on 5/20 at 10am (recurring meeting), so Sam will check to see if they could participate in the Culture InSight training. Kathy Ekdahl will talk with Bob Landry and the Mayor of Marlborough about the training.

c. **Worksite Wellness**

- **Meeting with Steven Roach, CEO of Marlborough Hospital:** Today at 4pm, MetroWest Moves will be meeting with the CEO of Marlborough Hospital to talk about worksite wellness and healthy dining at the hospital. Topics of discussion may include: the food environment in the Marlborough Hospital Cafeteria (for employees, patients, and visitors), creating more access to/focus on drinking water rather than sugary beverages. MGH has utilized strategies such as putting healthier foods at eye level (product placement) and labeling foods as green, yellow, or red based on their nutritional content. Another idea is to offer a discount for healthier foods rather than charging more for unhealthier options to incentivize purchasing the healthier foods. In some communities, the hospital is the largest restaurant and/or employer in town based on the volume of people that they serve each day. The food contractor at Marlborough Hospital Cafeteria is being switched next month, so Marlborough Hospital may hopefully be able to add language in their contract about healthier dining.

d. **Community Design Standards/Complete Streets:**

- **CIC grant:** Michelle sent the grant to the Selectmen who signed it on Monday and now they are waiting for a final agreement with MAPC. The next step is to convene a working group, ideally including someone from planning and DPW from each community. Every town should be considering who they would like to participate in the working group. We need to gather discs/electronic files of pavement



management data to transfer over to MAPC as a starting point. After the working group meets, public, evening meetings will be scheduled in each town as well as a kickoff meeting to have residents/stakeholders identify priority areas in town for walking and biking. A statewide survey will also be conducted (which MAPC will be initiating) based on the survey distributed at the MetroWest Moves Complete Streets training (respondents were asked to rank different factors in terms of relative importance for Complete Streets improvements – speed on a street, width of street, total vehicle volume, feel of the street, etc.). If we do audits, they will have to be done by volunteer groups rather than by JSI. During (or right before or after) the public meetings/kickoff meeting, JSI could lead a walk audit training. We will be starting from the MassDOT data layer, adding town GIS and pavement data, and eventually every street in each town will need to be assigned a score. Currently, some towns factor in road deterioration or even traffic volume when prioritizing road improvements, but are not yet factoring in where each road leads/identifying opportunities for mode shift. Maps will show walk and bike opportunity zones. Kerin developed an action plan for each quarter of the grant and she will distribute this as well as the amended budget to the Steering Committee. The project must be completed by June 2015. The budget decreased by about 13% from what was originally requested. A press release was released about the grant award – it was posted on the Town of Framingham website today. Priscilla Ryder will be asked to discuss the grant with the Mayor of Marlborough.

- **DLTA grant:** Michelle sent off the grant as a draft but still needs support letters. She has not heard from Stow or Waltham; Lexington declined to participate. Northborough is considering whether they will be able to participate. Support letters should be sent to Michelle or Kerin by this Friday 3/28. Kathy Ekdahl will e-mail Bob Landry about getting a letter.

e. **Tobacco Control/Smoke-Free Housing**

- The Coordination Team has followed-up with the MetroWest Landlord Association in Marlborough after the smoke-free housing on 3/11 in hopes of getting a copy of the sign in/attendance sheet from the meeting.

f. **Future of CTG:** The MetroWest Health Foundation will not be providing MetroWest Moves with matching funding once CTG/federal funds end, but if there is any unspent funding, then it can be used after September 2014. There is another MetroWest Health Foundation grant opportunity which MetroWest Moves can apply for due April 11, 2014 at 4pm (concept papers were due March 21st) (See:

[http://www.mwhealth.org/Portals/0/Uploads/Documents/Spring%202014%](http://www.mwhealth.org/Portals/0/Uploads/Documents/Spring%202014%20Grant%20Opportunity%20Form%201-11-14.pdf)



[20RFP.pdf](#)). Funding would start in the fall and would last for three years. The Foundation's funding priorities have shifted from obesity to adolescent high risk behaviors, elder health, and mental health. The Foundation will also be less likely to fund anything similar to Prevention and Wellness. They would be more likely to fund a project involving more than one municipality. Northborough Schools have been very interested in mental health. There is also interest and a high need in Hudson for mental health work. Amanda Loomis will ask Steve Ward how Framingham would like to participate.

- **Potential interventions:** Home-based and clinical based depression care management for older adults, medication and nutrition issues among seniors; mental health in schools/adolescents and linking schools to community resources/clinical settings
- **Other funding opportunities:** The Health Foundation of Central MA may be another funding opportunity – Activation Fund LOI due 4/17/14; applications invited 6/19/14; applications due 9/18/14 (See: <https://www.hfcm.org/Grantmaking-Deadlines/729>)

g. **Upcoming meetings:**

- Mass in Motion Action Institute – April 28th, 2014 from 8:00am – 3:00pm at the DCU Center, 50 Foster Street, Worcester, MA, 01608. Everyone will need to register, but registration has not opened yet: <http://hriainstitute.org/calendar/icalrepeat.detail/2014/04/28/57/-/mass-in-motion-action-institute>

III. **Girl Scout Nutrition Project** – Girl Scout Troop 72840 attended the meeting and presented about their Bronze Award Nutrition project. They developed a healthy eating activity placemat and are hoping to distribute it to local restaurants. Kathy Ekdahl will work with the troop to connect them with local printers who may be able to help them with printing the placemats. The Steering Committee suggested that the girl scouts considering selling the placemats to restaurants to create an ongoing funding opportunity for their troop.

IV. **Review of Tasks:**

- Steering Committee members should send a list of hotels and let the Coordination team know if there are other places that the healthy dining brochure should be distributed.
- Kathy Ekdahl will connect MetroWest Moves with the Executive Director of the MetroWest Visitors Bureau, Susan Nicholl.
- Continue planning for a participating restaurant networking event hosted by Smyles Frozen Yogurt (in Hudson) in late April or May.
- Coordination Team is finalizing and printing restaurant posters and buttons.
- Payment by Town of Hudson to the dietitian, Valisa Hedrick.
- Everyone should register for the Mass in Motion Action Institute (4/28).



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- The Coordination Team will request a list of talking points about the content and benefits of participation in the Culture InSight training and distribute this information to the Steering Committee. Sam will check to see if Hudson department heads can participate in the training. Kathy Ekdahl will talk with Bob Landry and the Mayor of Marlborough about the training.
- Each town should consider who should be included in the CIC working group (ideally someone from planning and DPW from each community). Towns should also begin gathering electronic files of pavement management data which will be sent to MAPC.
- Kerin Shea will send the CIC action plan and amended budget to the MetroWest Moves Steering Committee. Priscilla Ryder will be asked to discuss the CIC grant with the Mayor of Marlborough.
- DLTAs support letters should be sent to Michelle or Kerin by this Friday 3/28. Kathy Ekdahl will e-mail Bob Landry about getting a letter for Marlborough.

V. **Adjourn:** The meeting adjourned at 3:20 p.m.

VI. **Next Meeting:** The next meeting will be scheduled by e-mail.